

# STAR WEEKLY

TORONTO  
FEB. 10, 1940

10  
CENTS



ST. VALENTINE'S  
ROSES ARE RED

# DIVER ATTACKED BY 250 POUND TURTLES IN AQUARIUM



**THIS DIVER** is on the floor of a huge open-air tank in Marineland, super-aquarium in Florida. He has gone down to feed the porpoises, one of which is seen above swimming toward him just above a giant turtle. (Porpoises are tame, but turtles and sharks of the aquarium menace divers.) The 250-pound turtle knocks the man off his feet and he is in danger of fouling his airline. When a second turtle rushes to attack (below), the diver's companion comes to his assistance. The drama was seen through a porthole



## CANADA'S QUEENS OF THE ICE



**NEW FIGURE-SKATING CHAMPION** of Canada is 16-year-old Norah McCarthy of the Toronto Skating club, who wrested the 1940 title from Mary Rose Thacker of Winnipeg when the pride of the prairies lost her equilibrium and poise after a nasty tumble. Eleven-year-old Barbara Ann Scott of Ottawa, at right, captured the junior crown



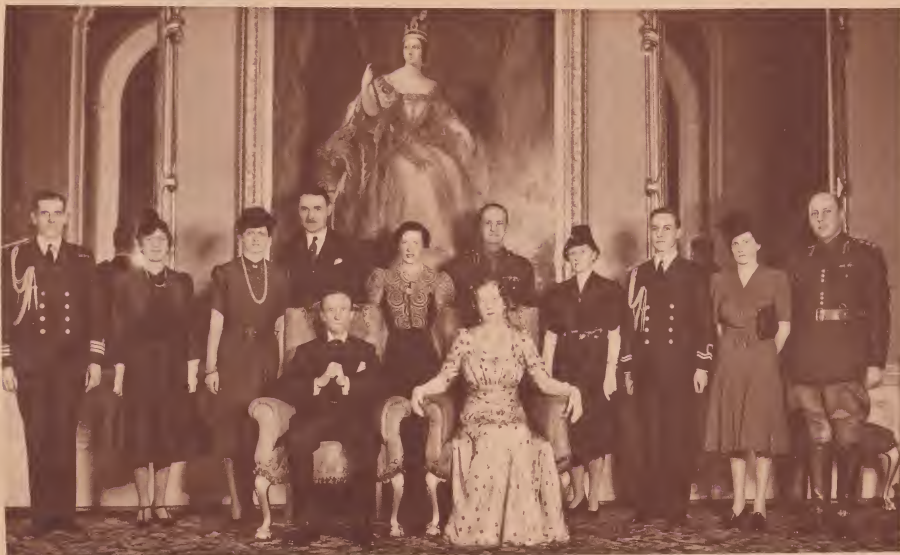
**LACK OF SUITABLE ICE**, due to a mild winter at Winnipeg, is thought to have contributed to the defeat of Mary Rose Thacker, last year's winner



**COMELY ELEANOR O'MEARA**, champion in '36 and '38, winner of third place this year, is a ballerina in the forthcoming Toronto Skating Club Carnival in March



# TWEEDSMUIR DISSOLVES HOUSE AFTER SHORTEST SESSION



—Photo by Karsh, Ottawa.

**THEIR EXCELLENCIES**, Lord and Lady Tweedsmuir, as officially photographed for Canada's parliamentary session. Lord Tweedsmuir took up his duties as governor-general on November 4, 1935. His term expires this year and his excellency expects to return to England in summer or early fall. One of his last acts was to end

Canada's 18th parliament after its four-hour session. Photographed with their excellencies, from left to right: Commander Edson Sherwood, R.C.N.; Mrs. Willis-O'Connor; Lady Redfern, Sir Shuldham Redfern, Mrs. George Pape, Col. H. Willis-O'Connor, Mrs. Killick, Lt. Dunn Lanthier, R.C.N.V.R., Mrs. Edson Sherwood, Capt. T. Goff

## GREGORY CLARK WITH TOMMIES AT ALDERSHOT



**OVER 23 YEARS AGO** Greg went overseas to fight. Today he is over there to tell Canadians how their boys are getting along. His feature articles are appearing regularly in The Daily Star

and Star Weekly. Here he chats with a trio at Aldershot, who are much amused at his regulation gas mask. Greg has plenty to tell about this visit and his experiences at the front

## HEROES ALL, AND KING SHOWS BRITAIN'S GRATITUDE



**BEARDED LIEUTENANT-COMMANDER** G. C. Phillips of the submarine *Ursula* comes ashore in Britain after a daring raid into the mouth of the Elbe, where he sank a Nazi battleship of the Koln class



**GALLANT DEEDS** performed by the men of the "silent service" do not go unrecognized. Here is the King decorating Able Seaman A. L. Vearncombe of the royal navy, for brave work in connection with dangerous minesweeping



**THESE ARE THE MEN** who took part in one of the brisk aerial actions over Heligoland several weeks ago. They were photographed on landing at a British field, after bombing the Nazi base heavily and bringing down twelve attacking German Messerschmitts



**LT.-COMMANDER** E. O. Bickford of the submarine *Salmon*, received the D.S.O. for sinking a U-boat and torpedoing two Nazi cruisers. He let the Bremen go unharmed





**SKI INSTRUCTOR** of the Alpine club is Reginald Rault of Edmonton, seen here performing a striking "gelandessprung" on the slopes of Tanquin valley



**REMINISCENT OF SWITZERLAND** is this scene in the Tanquin valley, Jasper Park, Alta. Here is one of the finest ski grounds in the world, where the Alpine club of Canada has its ski hut and school for members



**TREES LOOK LIKE STUNTED SHRUBS** from the steep, snowy slopes overlooking this valley in Jasper Park. Such wide open mountain trails are dear to the skier; a swift, exhilarating downhill is his reward



**ON THE GENTLER SLOPES** of Tanquin valley, Alpine club beginners are put through their paces by the instructor. So dazzling is the sun that skiers must wear dark glasses to protect eyes and masks for sunburn



**A MONTREAL BEAUTY** who has made good in the United States is 22-year-old Dorothy Knox. Last season she took part in the Broadway success, "The American Way," and this year she is star-

ring in a radio serial. She has two brothers in the Canadian army, James in the Black Watch, and John in the Victoria Rifles; Dorothy says she will enlist for war work if younger brother goes to France

## CANADIAN SOLDIERS IN LUXURIOUS LONDON CLUB



**COLLEGE HALL OF THE UNIVERSITY OF LONDON** has become a school for war since taken over as club quarters for soldiers and

sailors from the dominions. The windows of the lower floor have been carefully taped to limit shattering by possible explosions



**YOU MAY RECOGNIZE** a husband, son, brother or sweetheart among this group of Canadian soldiers gathered around the writing table in the comfortable club rooms of the Elizabeth and Victoria league



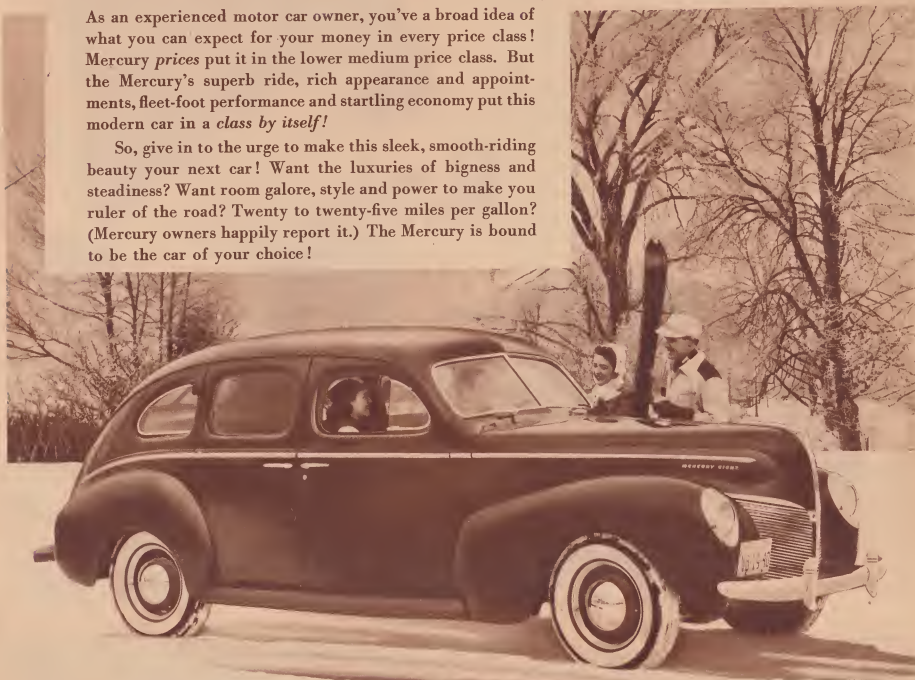
**KHAKI MEETS CHINTZ** as these Canadian soldiers gather in the luxurious reading room to catch up on the standings of their favorite hockey teams in newspapers from home



# Creates a Class of its Own!

As an experienced motor car owner, you've a broad idea of what you can expect for your money in every price class! Mercury prices put it in the lower medium price class. But the Mercury's superb ride, rich appearance and appointments, fleet-foot performance and startling economy put this modern car in a *class by itself*!

So, give in to the urge to make this sleek, smooth-riding beauty your next car! Want the luxuries of bigness and steadiness? Want room galore, style and power to make you ruler of the road? Twenty to twenty-five miles per gallon? (Mercury owners happily report it.) The Mercury is bound to be the car of your choice!



**A BIG BEAUTY YOU'LL BE PROUD TO OWN . . .** that goes for the inside, too! Hospitably spacious interiors are richly upholstered—the last word in luxury as a background for the thrilling experience of the Mercury ride. Have you tried it yet? Any Ford-Mercury-Lincoln-Zephyr dealer will put a car at your disposal.

**A BONUS IN WIDTH.** Notice how Mercury streamlines curve out over the running boards—adding inches of comfort. Feel this car take curves and cross-winds on an even keel—thanks to an exclusive stabilized-ride construction. Get a hand on the Finger-Tip steering post Gearshift and a toe on this cruiser's 100-hp urge—you're going to drive a lot and love it!



## MERCURY 8

### MERCURY CARS ARE MADE IN CANADA

88,000 Canadian workers and dependents benefit because Mercury cars are made in this country. When You Buy a Mercury, More of Your Money Stays in Canada.

## ON NORTH SEA PATROL

**EVER ON THE LOOKOUT** to assure protection of British and neutral ships in the stormy North Sea and Atlantic, bearded men on royal navy cruisers are alert to detect approach of enemy submarines or aircraft. One of the greatest tributes to the navy is the constancy with which shipping arrives safely



**"SOMEWHERE IN THE ATLANTIC."** A hooded sailor on a British cruiser keeps close watch on the convoy. Soon Newfoundland and Nova Scotia sailors will take part in North Sea patrols



**THE RIGHT KIND OF BEGINNING, MOTHER,** gives best results! So thousands of children are given cod liver oil. Many doctors say nothing takes its place in helping children build strong bones and good teeth. Also in helping adults recuperate after illness. Now there is a **BETTER WAY TO GIVE COD LIVER OIL . . . SCOTT'S EMULSION!**

**1—Scott's Emulsion** has all the values of cod liver oil and is four times more easily digested.

**2—Easily digested**—The exclusive method of emulsifying the oil permits digestion to start in the stomach, whereas digestion of plain cod liver oil does not begin until the oil

passes into the intestines.

**3—Easy to take**—Scott's Emulsion has a pleasant taste. Easy to take and retain by children and adults.

**4—Economical**—Scott's Emulsion is an economical way to obtain the Vitamins A and D so necessary to strong bones and sound teeth.

**SCOTT'S EMULSION**

# NAVY KEEPS U-BOATS AWAY FROM ATLANTIC COAST



**BEARDS** are the traditional right of any man in the navy

**WOE TO ENEMY RAIDERS** who approach Canada's Atlantic coast. Like their brothers in the royal navy, Canadian tars are keeping the sea-lanes safe for convoys of food and troops to and from the motherland. It's a cold job these bitter winter days, but one that is being done efficiently



**SLEEK**, gray Allied warships rest in harbor between patrols



**WARMLY CLAD** sailors get their depth bomb ready for action

## IRIUM brings dazzling white beauty to Dull Dingy Teeth



OF ALL TOOTH PASTES AND POWDERS

**ONLY PEPSODENT  
CONTAINS IRIUM**

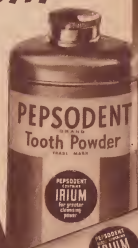
● If you want your teeth to sparkle and gleam with all their full natural radiance . . . insist on IRIUM.

You see, the *form* of dentifrice you select doesn't make the big difference. It's what's *in* it that does the work. That's why Pepsodent should be *your* choice. Because only Pepsodent Tooth Paste and Powder give you the *Plus Value* of IRIUM.

See how IRIUM, the sensational,

patented, *more effective* ingredient in Pepsodent flashes into *safe* action. Ugly surface stains disappear from teeth—*safely*—in short order. Your reward will be the "Come-Closer" Smile you've always wanted.

Pepsodent contains No Grit, No Pumice, No Bleach . . . *Proved Safe* for Tooth Enamel!



**BOTH PROVED SAFE  
FOR TOOTH ENAMEL**

**BOTH CONTAIN IRIUM**  
KNOWN TO THE DENTAL PROFESSION AS  
PURIFIED ALKYL SULFATE

**Pepsodent**  
DENTIFRICE  
WITH IRIUM  
FOR WHITER TEETH



## NATURE TRIES WHITE-OUT



**THREE ON A MATCH** may not be a pet superstition of Tommies as in the last war, judging from this picture of a Bren gun crew in snowy surroundings in France. The gun is set up as an anti-aircraft unit against low-flying warplanes and is displacing the Lewis gun in most instances. The British soldiers (below) have no difficulty in "keeping cool under fire" while on patrol near the Maginot Line



**CRAVEN "A"**  
QUALITY is REALLY  
OUTSTANDING



Craven "A" brings you extra smoking enjoyment. They are so cool, so fresh, so kind to the throat.

WILL NOT AFFECT YOUR THROAT



ALSO IN THE  
NEW  
HANDY BOX  
50c  
Ideal for pocket  
or handbag

**CRAVEN PLAIN**  
without cork-tip—same  
fine quality as  
CRAVEN "A"

CARRERAS LTD., LONDON, ENGLAND  
150 YEARS' REPUTATION FOR QUALITY

Too much Exercise?  
**BACK STIFF AS  
A BOARD?**



It's **FATIGUE ACID**  
in your muscles!

**A**FTER exercise, fatigue acids form in muscles. Then your muscle swells up inside, pains and aches follow!

The thing to do is increase your circulation in the aching muscle to help carry fatigue acids out. Just rub Absorbine Jr. thoroughly over affected parts three or four times a day. Accepted laboratory tests prove Absorbine Jr. speeds the blood through the tissues, helping drive acids out. Swelling goes down—pain eases. Millions like Absorbine Jr. because it is

1. Quick Acting
2. Pleasant
3. Quick Drying
4. Economical to use

At all druggists, \$1.25 a bottle  
Free sample, address: W. F. Young,  
Lyman Building, Montreal, Canada.

**ABSORBINE JR.**

## CANADIAN WAR WEDDING



PEGGY PALMER CRERAR, daughter of Brig.-Gen. H. D. G. Crerar, chief of staff at Canadian headquarters in England, became Canada's first war bride in England when she married Lieut. H. Z. Palmer, C.F.A., at Aldershot



ARRIVING EARLY at St. George's, Aldershot garrison church, for Palmer-Crerar wedding are (left to right): Mrs. McNaughton, Maj.-Gen. McNaughton and Mrs. Crerar. Couple had guard of honor and fanfare of trumpets

# Fighting Another Plague

AS A RESULT of a great educational movement, countless people today have enlisted in the fight against a great plague — syphilis. They have learned that syphilis can be cured and syphilis in the new-born prevented — by prompt, proper treatment.

More people now than ever before realize that, while syphilis may be acquired innocently, no one need remain in doubt as to whether he or she has syphilis. They have learned that a thorough medical check-up, including blood test and microscopic examination, reveals the truth to the skilled physician.

Every thoughtful citizen, naturally interested in stamping out this menace, should know and help to make known the following cardinal principles concerning syphilis:

1. Prompt recognition of the disease is vital.
2. There is as yet no practical short-cut treatment.

Many a victim of syphilis is deceived into neglecting medical attention—while the disease slowly entrenches itself in one or more vital organs.

Self-treatment, non-professional treatment, quack remedies are worse than useless. The guidance of a reputable physician is the first dependable step toward real cure. Proper treatment consists of a systematic series of injections given by a competent doctor over a period of many weeks.

In progressive communities throughout the country, examinations, blood tests, and treatments are being made available to those unable to pay for private care. Names of doctors and locations of public health centres and clinics offering these services are readily supplied by local health departments or medical societies.

So that you may better understand the syphilis problem and be better equipped to help your community solve it, let us give you additional information about this disease. Send for the free Metropolitan booklet, "The Great Imitator."

Metropolitan Life Insurance Company,  
Dept. S-W-10, Canadian Head Office,  
Ottawa.

Please send me a copy of your booklet, "The Great Imitator."

Name .....  
Street .....  
City ..... Province .....

## METROPOLITAN LIFE INSURANCE COMPANY

NEW YORK

FREDERICK H. ECKER  
Chairman of the Board



LEROY A. LINCOLN  
President

CANADIAN HEAD OFFICE—OTTAWA

SERVING CANADA SINCE 1852



# AIR FORCE GUARDING CANADA'S ATLANTIC COAST



**KEEPING ENGINE WARM**, ready for immediate service, is an important chore at this air station on the coast



**CONSTANT CHECKING** by ground crews is made on planes which maintain a flying patrol many miles over the sea



**ONE OF THE BLEAK SPOTS** "somewhere on Canada's Atlantic coast" where fighting aircraft maintain tireless vigil, ever ready to aid in spotting the approach of the enemy in the sky or beneath

the sea. Severity of the winter has not diminished the ardor of the gallant men of the Royal Canadian Air Force and day and night the roar of aircraft on duty is echoing along the coast



**SNOW ON THE WINGS** of a flying-boat calls for a novel shovelling job and coast airmen have had to tackle it on numerous occasions



**"Leaves sinks with a polish  
... doesn't redden hands!"**

**QUESTION:** Why is it Bon Ami cleans so thoroughly and quickly—yet is harmless to the hands?

**ANSWER:** Bon Ami does not depend on gritty substances or hard caustics for its effectiveness. Although it removes dirt quickly and easily, you'll notice that it is white, fine and soft. Actually—Bon Ami leaves porcelain with a glistening polish—leaves hands smooth and unreddened!

**Bon Ami**  
the safe, quick-acting  
cleanser



"hasn't scratched yet!"



# ABILITY, BEAUTY, WIN TOP HONORS



VIVIEN LEIGH, acclaimed one of England's great actresses

**OUTSTANDING** actress of 1939 according to New York film critics, Vivien Leigh (pronounced 'Lee'), born in India, (Nov. 5, 1914, is 5 ft. 3 in. tall, brunette with blue eyes. A London stage star, she also appeared in several English films, but was practically "unknown" until chosen for role of Scarlett O'Hara in "Gone With The Wind." She has a five-year-old daughter, is being sued for divorce



*Lady Esther asks*

**"Is GRIT in your face powder robbing you of your loveliness?"**



**Unpopularity doesn't just happen!** And no one thing takes away from charm as much as a powder that gives you a "powdery" look because it contains grit!



**Find out the truth about your powder!** Grind a pinch of it between your teeth (be sure they are even) and you'll instantly detect any grit! But...



**What an amazing difference** you'll find in Lady Esther Face Powder...not a trace of coarseness or grit!



**Smooth on Lady Esther Face Powder** right after dinner, say at 8 o'clock, and at midnight—4 long hours later—your skin will still look fresh, lovely and exquisite!

**Try the famous Lady Esther "Bite Test"!**

**PLACE** a pinch of your present powder between your teeth. Make sure your teeth are even, then grind them slowly upon the powder. Don't be shocked if your teeth find grit!

Now, brush away every trace of this powder and the grit it might contain, and repeat the test with Lady Esther Face Powder. Your teeth will quickly tell you that my face powder contains no trace of coarseness or grit! You'll find it never gives you a harsh, flaky, "powdery" look...but makes your skin look satin-smooth...flatters you...gives you new loveliness.

Find your Lucky Shade, too! For the wrong shade of face powder can make you look older. So send today

for all ten thrilling new shades of Lady Esther Face Powder, at my expense. Try them all...don't skip a single one. For the face powder shade you never thought you could wear may be the one right shade for your skin—luckiest for you! Clip the coupon and send it today!

**★ 10 shades FREE! ★**

(You can pair this on a penny postcard)  
LADY ESTHER,  
Toronto 12, Ontario.  
Please send me FREE AND POSTPAID your 10 new shades of face powder, also a tube of your Four-Purpose Face Cream.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV. \_\_\_\_\_



OLIVIA DE HAVILLAND, Jack Whitney, Vivien Leigh and Laurence Olivier at "Gone With The Wind" premiere. Rumor says she and Olivier will wed

## WAR SECRETARY AT WORK



**HARD AT WORK** is Britain's new war secretary, Oliver Stanley, succeeding Leslie Hore-Belisha. Born in 1896, Stanley has already been minister of transport, of labor, president of board of education. He now carries on in office held by his father, Lord Derby, in 1917. Stanley was major in first great war, winning M.C. and Croix de Guerre



**STORY OF HOW THIS WAR** happened is being written by Rt. Hon. Sir Neville Meyrick Henderson, Great Britain's last ambassador to Berlin. Sir Neville knew some Nazi leaders intimately and frequently went shooting with Field-Marshal Hermann Goering

**Planters**  
**Cocktail**  
VACUUM PACKED  
SALTED  
**PEANUTS**  
ALWAYS FRESH  
MAKE A GOOD BEVERAGE TASTE BETTER

### An Excellent Protective Food Supplement

#### OGILVIE TONIK WHEAT GERM helps you retain natural vigorous health!

"Tonik" Wheat Germ is an excellent source of the B Vitamins... the vitamins so essential in maintaining good health and promoting normal growth; and it also contains essential minerals.

"Tonik" is not a medicine, but a valuable food supplement. It is the tiny embryo of the wheat kernel, specially processed to remove extra fat and moisture and to stabilize its vitamin B content. "Tonik" will not disturb the digestion and is pleasant to take.

Serve it daily to adults and children with cereal, fruit, puddings, etc. Buy a package from your druggist's today. The cost is low compared to the price asked for other comparable vitamin products. Made by The Ogilvie Flour Mills Co., Limited, Canada's Pioneer Flour Millers.



24 oz. TIN  
\$1.00



A natural source of the B vitamins

### Fighting a Cold?

#### Get after it FOUR WAYS with ANDREWS!...

Many people think opening the bowels is the first step toward breaking a cold. That belief is not even *half* true! For when the bowels are sluggish during a cold, other eliminative organs are off-key, too. Needing help desperately.

So for fastest cold relief, get after *Faulty Elimination* in general—don't merely open the bowels. Ordinary laxatives can't give you the four-fold help that is needed. But ANDREWS' Liver Salt can! This pleasant, effervescent salt contains special ingre-



- 1 ANDREWS opens the bowels for normal movements.
- 2 Stimulates the liver, often sluggish during a cold.
- 3 Helps the kidneys by reducing the amount of work they have to do.
- 4 Neutralizes excess gastric acid to relieve discomfort in shorter time.

dients which make it act *four different ways* to help you throw off the stuffiness, head misery and other ill effects of a cold faster.

"You take your laxatives—I'll take ANDREWS!" say enthusiastic Andrews users. Try it for its far-reaching, four-way effect. All drug-stores, Food-co., 10, 24¢; 8-oz. tin, 57¢; 10-oz. bottle, 69¢.

**ANDREWS**  
*Liver* **SALT**



# YOUTHFUL KING OF THAILAND ENJOYS WINTER SPORTS



**14 - YEAR - OLD KING**  
Ananda of Thailand (Siam) lived for two years in U.S.A. when his father studied medicine at Harvard and Ananda learned his ABC's from a Canadian teacher, Miss Inez Davies of Harvey Station, N.B. He now attends school in Lausanne, Switzerland, where he goes in for winter sports. He plays ice hockey with his brother, Prince Pumpol, and skis with his sister, Princess Galyani.



## HAVE YOU AN ELEPHANT THAT NEEDS A MANICURE?

Or an ailing watch that needs a delicate filing operation?

**PROBABLY NEITHER.** But if you did have, there's one name that could certainly lead you to the right file for either job—Black Diamond.

Black Diamond Files come in three thousand varieties and sizes—from coarse rasps used especially for filing elephants' "toe nails" to the tiniest jeweler's file. That means that no matter what you want to file—there's a scientifically correct and efficient Black Diamond File for the purpose.



It pays to be particular—not only in selecting the right type of file, but in choosing Black Diamond Files for uniform quality... be you manufacturer, production manager, purchasing agent, shop owner, mechanic, farmer, "gad-get-ter", handy-man-around-the-house, watchmaker—or elephant trainer! At good hardware stores and mill supply houses everywhere. MADE IN CANADA by Nicholson File Company, Port Hope, Ont.

**SPECIAL:** Black Diamond Handy File for household use. Two files in one. For the price of one. Single cut on one side for general use. Double cut on the other for fast "rough" filing.

**BLACK DIAMOND FILES**  
FOR EVERY PURPOSE



**NOW Save**  
**6¢ PER POUND**  
**ON THIS FAMOUS COFFEE**

NO CONTAINER TO PAY FOR... YOU SIMPLY MAKE A DEPOSIT OF 6¢ ON JAR AND CAP

The quick re-sealing jar will keep this matchless blend of "golden roast" coffee PERMANENTLY FRESH, while you are using it at home. Same one low price anywhere from Fort William to Halifax. TASTE IT on our MONEY-BACK GUARANTEE.

Your deposit refunded upon return of JAR and CAP.

**LONDON HOUSE**  
FRESH FROM THE PLANT TO YOUR CUP

*Coffee*

PER POUND PLUS DEPOSIT FOR JAR AND CAP



# CANADIAN WOMAN TRAINING MILITARY FLIERS



**BELIEVED TO BE ONE OF THE FEW WOMEN** in world training military pilots today, Helen Harrison, Kitchener, has 1,500 flying hours and trained fliers in South Africa before returning to Canada. She was born in Vancouver, B.C. At present five men are taking flying course under Miss Harrison at Kitchener-Waterloo Flying club. "If they don't like a woman instructor, they don't show it," she says. Flier above seems happy enough



**MISS HELEN HARRISON** is shown here in garb she wears in open cockpit training planes



**MISS MONA FRIEDLANDER** is one of eight women pilots selected to fly new planes for R.A.F. in Great Britain

**Win \$10.00 Cash\***  
for writing a jingle like this:

If a'courting you would  
go  
Underneath the mistletoe  
Here's a tip for you,  
my son,  
Don't let whiskers  
spoil your fun—  
**Colgate Shave!**

Submitted by Mrs. G. McCready,  
8190 Papine Ave., Notre  
Dame de Grace, Montreal,  
Que., who won \$10.00.



\* **RULES** Write a Colgate shaving jingle like the one above. Send it to Colgate's Ad. Manager, Dept. 10, Toronto, enclosing with it a return from a tube of Colgate's Shave Cream. If your jingle is used in our advertisement we will send you \$10.00.

Large Tube  
**20c**  
Giant Size  
**35c**

**LITTLE YVONNE, MARIE AND CECILE  
ANNETTE AND EMILIE, TOO  
KEEP THEIR TEETH CLEAN WITH COLGATE'S SO KEEN  
SO THEY CAN SMILE BRIGHTLY AT YOU**



*• Yvonne  
• Marie  
• Cecile  
• Emilie  
• Annette*

Giant Double Size 35c  
Large Size 20c Medium Size 10c

**THE QUINS USED COLGATE'S TO-DAY-DID YOU ?**

# BRITAIN'S WOMEN PILOTS FERRY R.A.F. PLANES



**PROUD AND HAPPY** are these eight young women who made air history when for first time women piloted R.A.F. planes from factory



**MISS PAULINE GOWER, 27**, is in administrative charge of women pilots' section of air transport auxiliary and helped select the pilots

**BRITISH AIR MINISTRY** recently worked out scheme whereby women pilots will ferry new light training types of airplanes from aircraft factories to airports, flying schools and reserve centres. These women pilots form section of air transport auxiliary service of R.A.F. Most of women selected (eight so far) have had upwards of 1,000 hours' flying experience

## "IT'S A FACT"

ROYA  
Mrs. Marguerite Darle  
(address on request)



"With 1/4 oz. of Princess Flakes, costing less than 1/4 of a cent, I washed all these fine things beautifully:

- 2 prs. of silk stockings
- 1 silk dance set
- 1 pr. woollen socks
- 2 satin slippers
- 1 pr. silk mesh gloves
- 3 linen handkerchiefs."

## SAFE! PURE!

Careful scientific tests make sure Princess contains no harmful fillers. That's why Princess Flakes washes your stockings so gently they last a lot longer.



## SAVES MONEY!

By actual test you save up to 6c on a package of Princess Soap Flakes compared to the same quantity of other fine laundry flakes or granules. Pure soap, Princess goes further.

## WON'T SHRINK! ... WON'T FADE!

Princess Soap Flakes washes woollens without shrinkage, keeps colours bright. Princess is guaranteed not to harm any garment water alone will not harm.

## GUARANTEED!

**Princess Soap Flakes** will keep your hands soft, lovely, while washing silks, linens, woollens, beautifully.



## "GOOD FOR YOUR SKIN Palmolive's New Mild Blending"

### IMPROVED 3 IMPORTANT WAYS!

**NOW PALMOLIVE'S GENTLER THAN EVER!**  
I NEVER THOUGHT PALMOLIVE COULD BE IMPROVED, BUT THIS NEW PALMOLIVE REALLY IS GENTLER THAN BEFORE!

**LOVELY NEW PERFUME!**  
I LIKE PALMOLIVE EVEN BETTER FOR MY BATH, SINCE IT HAS SUCH A LOVELY NEW PERFUME, SO DELICATE AND REFRESHING!

**PRIMER TESTING LASTS LONGER!**  
AND PALMOLIVE COITS LEAVE TO USE NOW ITS FINER TEXTURE MAKES IT LAST LONGER!

Let Palmolive, made with gentle Olive Oil keep you "Schoolgirl Complexion" all over!

Get 3 cakes of the new improved Palmolive. You'll be thrilled to see how quickly it brings to all your skin a fresher, lovelier, longer-lasting youthfulness.

Follow this simple Palmolive beauty treatment. For your face, throat and shoulders, and for your bath, gently massage into your skin a warm, rich, Palmolive lather. Cleanse the pores thoroughly. Rinse with warm water, then with cold. That's all. Yet there is no surer way than this, to help keep real, all-over skin beauty.

Listen to Palmolive's "Happy Gang" C.B.C. Network, Mon., Wed., Fri., 1 to 1:30 p.m. E.S.T.

**REMEMBER DR. DAFCE CHOSE GENTLE PALMOLIVE FOR THE QUINS**





## FAIR WEATHER HATS FOR FAIR LADIES OF 1940



NOT "RINGS ON HER FINGERS" but lace on hat, parasol and dress makes this delectable combination for a sunshiny afternoon. Pink roses and black velvet streamers bring back memories of great-grandmother's day



A VERITABLE RAINBOW is this perky little hat with shaded blue wings and red flowers within its upturned brim. Body of hat is of yellow straw; veil is green



FLOWERS, BIG AND LITTLE, will be seen on hats everywhere this spring. Lady with parasol wears two huge pink peonies on fuchsia straw. Apple blossom cluster in crown of the little pale blue felt hat, with matching veil. For formal afternoon wear

A Skin Softener  
that helps correct

# DRY SKIN

Are your hands DRY and "scratchy?" Regular use of Italian Balm will help correct this condition almost at once. This famous SKIN SOFTENER furnishes moisture and soothing agents which promote softness, smoothness, beauty. Italian Balm's scientific, soothing properties will amaze you.

Canada's Original  
Skin Softener,  
made by and for  
Canadians.



NEW  
LOW  
PRICES

NOW AT  
TOILET GOODS  
COUNTIES  
25c, 35c, 50c  
and \$1.00

**ITALIAN BALM**

Over 90 Million Bottles Sold



## EAST COAST GUARDIANS



**ATLANTIC COASTAL DEFENCE** includes mobile anti-aircraft units (above). When position is taken up, four heavy metal stances are let into ground to reduce vibrations caused by firing. Supplementary crew members stand by. At right, anti-aircraft crew hide in trench, keeping watch on skies



**ROYAL CANADIAN ARTILLERY MEN** are ready night and day to handle modern cannons. By merely twirling wheel, big gun may be swung noiselessly



**OLD GUNS** are left in their emplacements as reminders of the past. This one was good fifty years ago; today it's just a museum piece



# Try My way.

when you have a GOLD

**HEADACHE  
SOUR STOMACH  
MUSCULAR  
ACHES AND PAINS**




says  
**Syl Apps**  
one of hockey's greatest players

Here is an important message from none other than Syl Apps of Toronto Maple Leafs to every member of your family. Read every word of it:—

*"I recommend Alka-Seltzer without hesitation to anyone suffering from a cold, headaches, upset stomach or muscular fatigue. The thing that appeals to me most in addition to the speed with which it works, is the fact that Alka-Seltzer doesn't taste like medicine at all—it is more like a drink of sparkling water."*

Alka-Seltzer contains the analgesic, sodium acetyl salicylate, which relieves the pain of headaches and the discomfort of colds quickly. In addition the alkalinizing ingredients neutralize excess acidity usually the immediate cause of the distress of acid indigestion, heartburn, gas on stomach. Used daily by millions. Try Alka-Seltzer yourself—you'll say there is nothing just quite like it.

● At all drug counters 30c and 60c. Three times the quantity in the large package.



## Alka-Seltzer

EFFERVESCENT ANALGESIC ALKALIZING TABLETS

Every statement and claim made for Alka-Seltzer is backed by thorough clinical and laboratory research

# FINLAND'S GALLANT DEFENCE AROUSES WORLD'S PRAISE



PRESIDENT KALLIO visits Helsingfors air defence forces



FINN WITH RANGEFINDER watches movements of a Soviet airplane



FREQUENT AIR ATTACKS on Helsingfors have caused considerable damage

**EFFICIENT DEFENCE** work, lack of any panic and severe cold weather have aided Finland in her remarkable battle against Soviet Russia. Forced high by batteries of Finnish anti-aircraft fire, Soviet bombers of cities and towns can seldom get close to their objectives



## WAITRESS TILLIE

SAYS:

"Here's your tip—**NEW BUTTER-RUM Life Savers** are made to order for your sweet-tooth. Try this taste thrill today!"



## INFANT DIET REVOLUTIONIZED

Solid Foods Specially Homogenized

Previous ideas on infant diet have been radically changed as the result of a remarkable new method of preparing baby's vegetables, fruits and cereals. This process—known as homogenization—so effectively breaks up food cells and fibres—that according to laboratory tests digestion is completed much faster than with strained or pureed foods.

Additional proof of its remarkable digestibility is shown by recent clinical experiments in which homogenized foods were well tolerated by infants as young as six weeks or two months.

As a result, many doctors are regularly recommending LIBBY'S HOMOGENIZED BABY FOODS for babies as a valuable dietary supplement to the regular milk diet. Up-to-date mothers who wish complete information on LIBBY'S HOMOGENIZED FOODS are invited to write LIBBY'S, Chatham, Ontario, for a free, 23-page illustrated booklet entitled "Your Baby's First Vegetables and Fruits." Consult your doctor about feeding your baby LIBBY'S Homogenized Vegetables and Fruits. Sold under the LIBBY label only, at your grocer's \$1.40



## ENGLAND WELCOMES AID FROM CANADA



LONDON IS GIVING a great welcome to the Canadian troops, and headquarters for the boys on leave have been opened at British Columbia House, where every comfort is provided, including billiards, darts, books, etc. Here are some of the Canucks enjoying themselves at the B.C. House canteen



EVACUEE ENGLISH CHILDREN will wear these clothes from Canada being unwrapped at Dudley House, Park Lane, London, by members of the Women's Voluntary Service. Among the articles collected throughout the Dominion by the I.O.D.E. and sent to England are many Indian blankets

## The Purest Soap



### for Baby's Tender Skin

BABY'S skin is as delicate as a flower-petal, and Baby's Own Soap is the mildest soap a mother can buy. Its precious purity is the one priceless ingredient that has led generations of mothers to place their confidence in it as the best soap for baby's tender skin.

Look for the new Baby's Own baby now making her bow to thoughtful mothers on the new Baby's Own package.

Beauty soap of the precious purity

**BABY'S OWN SOAP**

Ask Your Druggist!

## Rheumatism

Imagine rheumatism so bad that it kept its victim suffering appalling head pains and crippled with stiffness for over a year! And imagine that suffering stopping after only a brief treatment! That happened to Mrs. Ellen Torrey, 28 Elm St., St. John, N.B. "After taking only two boxes of Templeton's T-R-C's, I was rid of the pain and stiffness," she writes. "T-R-C's are a REAL rheumatic remedy, specially made to fight rheumatic pain. Fight your pain and stiffness this way."

TEMPLETON'S T-R-C's

## Win \$10.00 Cash\*

for writing a jingle like this:

A little love,  
A little kiss,  
Is something  
That you'll surely miss—  
Until you  
Colgate Shave!

Submitted by Mrs. A. S. Cornejo, Hinton, Alberta, who won \$10.00.



\* RULES Write a Colgate shaving jingle like the one above. Send it to Colgate's Ad. Sales, Dept. No. 2, Toronto, enclosing with it a coupon from a tube of Colgate's Shave Cream. If your jingle is used in our advertising we will send you \$10.00.

Large Tube 20c  
Small Tube 5c

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# MAINSTAYS FOR MEATLESS DAYS

Heinz Hearty Vegetarian Soup Is A Favourite With The Whole Family!

More Than A Dozen Pick-Of-The-Patch Vegetables Are Simmered Slowly In Small Batches—And Exquisitely Seasoned!

IF YOU WANT to know how downright delicious, how absolutely irresistible vegetables can be, be sure to try Heinz Vegetarian Soup this Lenten season! Heinz insists on the kind of vegetables that win prizes at county fairs—snowy white parsnips, crisp celery, firm young carrots, Heinz own gorgeous, red-ripe, pedigreed tomatoes . . . and we cook them ever so patiently, ever so deftly—in small batches—the way the most particular home cooks do!

#### Ready To Serve In Heating Time

You'll find a savoury assortment of meatless Heinz Home-style Soups (ready to serve, of course) at your grocer's. Feature them often on your Lenten menus. The family and guests will praise Heinz flavour—and your ingenuity!

#### Your Choice of 8 Other Lenten Soups!

CREAM OF SPINACH	CREAM OF MUSHROOM
CREAM OF ASPARAGUS	CORN GROWER
CREAM OF TOMATO	CREAM OF GREEN PEA
CREAM OF CELERY	GENUINE TURTLE

# HEINZ Vegetarian SOUP

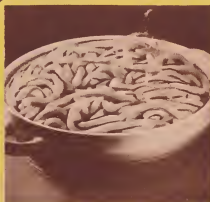
ONE OF THE 18 KINDS

57



FOR THIRTY YEARS Canadian farmers and workers, trained in Heinz methods, have won markets throughout the Empire. The products of their labour in field, orchard and pasture—grains, fruits, meats, vegetables, cream—enter the Heinz kitchens at Leamington, Ontario, and are there transformed into luscious delicacies, bearing the renowned 57 label, which spreads around the world the fame of flavours from Canadian fields.

**TWO GRAND FOODS FOR LENTEN MEALS!**



● Marvellously smooth and creamy Heinz Cooked Macaroni with cheese makes a perfect, popular one-dish meal—at noon or night!

● Topped with a deliciously spiced sauce of Heinz plump, juicy tomatoes, Heinz Oven-Baked Beans without pork are truly tender and tempting!